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## **OPT-IN/OPT-OUT IN LOYALTY SYSTEM**

### **ABSTRACT OF THE DISCLOSURE**

[0070] Techniques for changing a participation status in a loyalty program for a portable device are provided. The techniques include receiving an indication to change the participation status in the loyalty program from a first status to a second status. A parameter is modified in the portable device where the modification of the parameter corresponds to a change in the participation status in the loyalty program from the first status to the second status.

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